ABOUT THE AUTHOR

BIOGRAPHY

Managing Director, Geoffrey Moore Consulting
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Geoffrey Moore is an author, speaker and business advisor to many of the leading companies in the high-tech sector, including Cisco, Cognizant, Compuware, HP, Microsoft, SAP, and Yahoo!.

Geoffrey divides his time between consulting on strategy and transformation challenges with senior executives and speaking internationally on those same topics. His latest book *Escape Velocity: Free Your Company's Future from the Pull of the Past*, keeps this intent in mind and is the result of his years of experience working with large enterprises.

Escape Velocity is Moore's sixth book for business leaders in the high-tech sector. His first book, *Crossing the Chasm*, which addresses the challenges of gaining initial adoption for disruptive innovations, continues to be a best seller and required reading in business schools and entrepreneurship curricula. Moore wrote four subsequent books which addressed the challenges faced by management when competing in hyper-growth markets (*Inside the Tornado*) and those faced by investors when managing a high-tech stock portfolio (*The Gorilla Game*). The two additional books both address the organizational challenges faced by established enterprises, in one case posed by the volatility of the technology sector overall (*Living on the Fault Line*), in the other by the need to reignite innovation in mature franchises (*Dealing with Darwin*). *Escape Velocity* rounds out these efforts in service to established enterprises by laying out a comprehensive program for engaging with next-generation trends while maintaining their core franchises.

Moore is an active public speaker who gives between 30 and 60 speeches per year, split roughly evenly between industry events and company-specific meetings. His speaking practice is global, addressing a spectrum of topics of interest to the high-tech sector, including high-tech market dynamics, business strategies, innovation, organizational development, and industry futures.

Earlier in his career, he was a principal and partner at Regis McKenna, Inc., a leading high tech marketing strategy and communications company, and for the decade prior, a sales and marketing executive in the software industry. He has a bachelor's degree from Stanford and a doctorate from the University of Washington, both in English Literature.